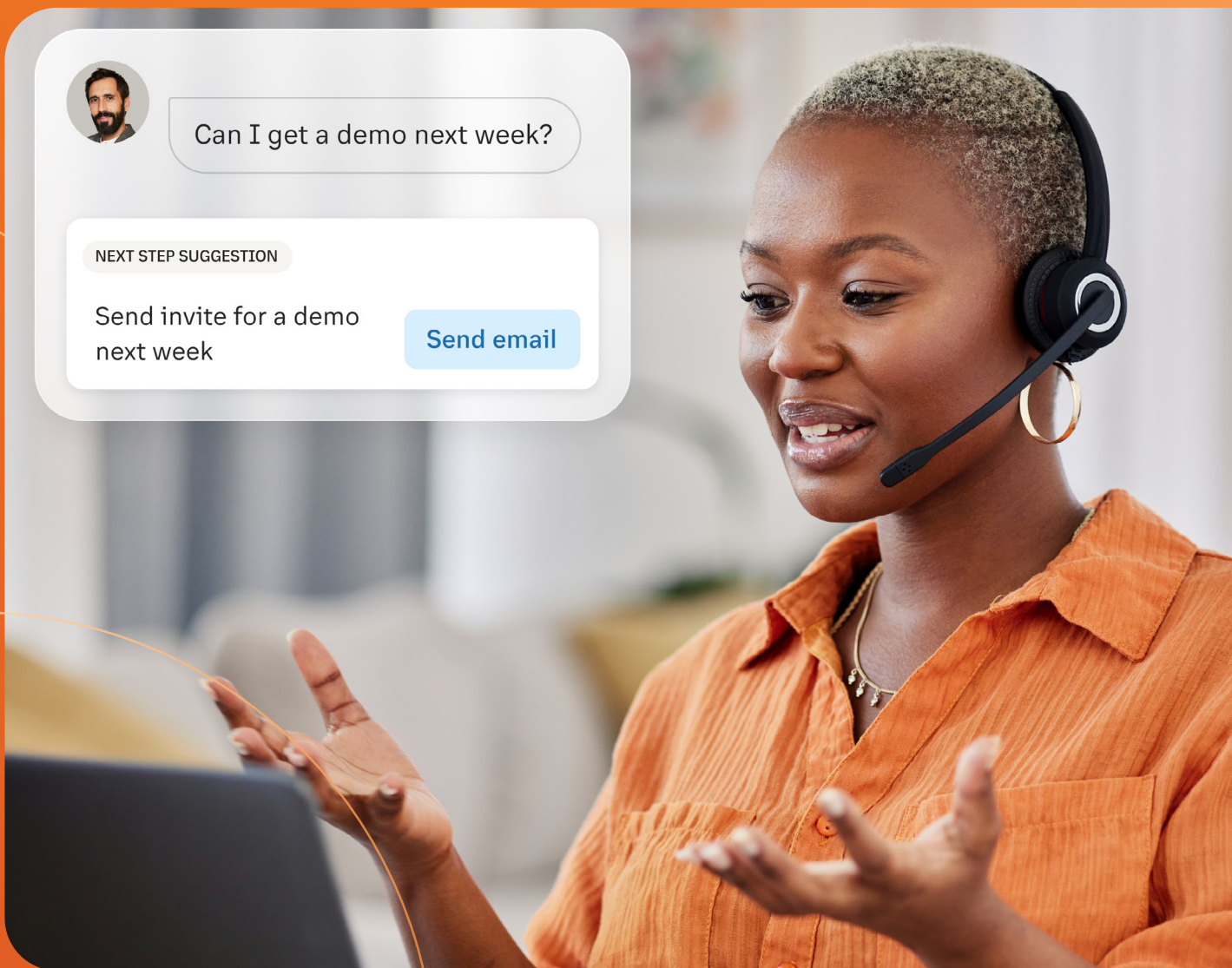


How artificial intelligence can help your sales teams win more



Can I get a demo next week?

NEXT STEP SUGGESTION

Send invite for a demo next week

Send email

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Executive summary



The modern sales landscape is evolving rapidly, calling for more than traditional sales strategies. Informed customers who demand hyper-personalization and aggressive market competition require an agile, intelligent sales force. Sales leaders encounter a fluctuating market that prolongs sales cycles and complicates forecasting.

It's clear that sales organizations need [tools that help sales leaders and teams](#) tap into prospect discussions and calls, foster collaboration, encourage coaching, and ensure that no valuable insight gets lost in the shuffle.

In this environment, artificial intelligence (AI) becomes more than just a tool—it is an invaluable ally in mastering the art of sales in the digital age.

Embracing AI-driven solutions is essential for any team looking to lead in the sales arena. This guide explores the transformative impact of AI on sales. It examines how sales teams can use AI-powered solutions to enhance sales processes and equip team members with unprecedented, in-depth insights that help them win more business.

It's time to unlock your team's full potential by merging technology with human skill to redefine your approach to sales success. This guide provides the foundation for your AI journey.

Sales in the digital age

65%

by 2026, 65% of B2B sales organizations will transition from intuition-based to data-driven decision-making, using technology that unifies workflow, data, and analytics

The sales technology landscape today looks quite different than it did just a few short years ago, and it continues to evolve. Gartner¹ predicts that by 2026, 65% of B2B sales organizations will transition from intuition-based to data-driven decision-making, using technology that unifies workflow, data, and analytics.

AI is a huge enabler of this digital transformation. Natural language processing (NLP), large language models (LLMs), and other advancements in the AI field are revolutionizing the way sales teams collect, access, analyze, and use sales data. AI empowers sales teams to navigate and thrive in an increasingly digitized environment in which the rapid exchange of online information and heightened customer expectations call for new strategies and tools.

1. Hilbert, Melissa, et al. "Market Guide for Revenue Enablement Platforms," Gartner, August 2023.

Challenges in modern sales

Sales teams face abundant challenges, including information overload, too many manual processes, issues with timing and relevance, inaccuracies in forecasting, and many more.

Information overload

Sales teams deal with a massive influx of data from notifications, alerts, communications, and other sources. They often spend excessive amounts of time sifting through information to discern what is useful, leading to less time for engaging with prospects, nurturing leads, and closing deals.

Decision paralysis: Sales staff dealing with a bombardment of data can quickly become overwhelmed by trying to process and analyze all data relevant to their prospects. That, in turn, leads to decision paralysis, in which salespeople can find it difficult to make rapid decisions—which ultimately leads to inaction and missed opportunities.

Increased stress and burnout: Constantly managing and reacting to an overflow of information can be mentally exhausting for sales teams. It increases stress levels, making it hard for them to focus and potentially leading to burnout, decreased job satisfaction, and higher turnover rates.

Lack of personalized interactions: In the rush to process too much information, sales teams may rely heavily on templated, impersonal communications. They may lose the opportunity for genuine, personalized engagement that resonates with prospects. Over time, a lack of personalization can diminish the quality of customer relationships and impact long-term customer loyalty.

Too many manual processes

Forrester² found that the average sales rep spends only 23% of their time on actual selling activities. That means that a whopping 77% of a salesperson's time is spent on non-selling activities such as administrative work (e.g. inputting notes into a CRM).

It's true that administrative tasks are necessary, but how productive can your salespeople be when most of their time is spent on non-sales tasks?

Inaccurate forecasting and lead scoring

For sales managers, the mountain of data generated can create a lack of visibility into the specifics of deals, ultimately leading to inaccurate forecasting and ineffective strategy development. Without the proper tools to analyze and score leads, it becomes almost impossible to correctly prioritize sales efforts and engage the right people at the right time with the right message.

Inability to onboard new reps quickly


Another major pain point for sales organizations is that it can take sales managers 3-6 months to get a new salesperson up to speed and productive. As employee churn takes place, many sales teams struggle to provide the enablement tools new hires need to understand the status of deals in the pipeline and begin providing real value to prospects and customers.


2. Harrell, Phil. Welcome to the Future: Have you Heard about the 5 P's of Sales? Forrester, May 2021.


The power of artificial intelligence in sales

AI is already having a significant impact on multiple sales processes.

According to research from Hubspot³, 68% of business leaders say AI and automation tools are already important to their overall business strategy. Of salespeople using AI:

**85%**
say it makes their prospecting efforts more effective

**79%**
say it allows them to spend more time selling

**72%**
say it helps them build rapport faster

AI addresses the challenges of modern sales in the following key ways:

1. Automating repetitive tasks

In a March 2023 survey, 46% of CFOs⁴ highlighted the importance of integrating technology and automation to increase worker productivity. For sales organizations, AI is a strong potential answer to the productivity issue. The Hubspot survey mentioned earlier noted that sales professionals who use AI tools report saving 2 hours and 15 minutes every day by automating manual tasks.

2. Analyzing data and predicting buyer behavior

AI tools are used to analyze data such as the length of a sales cycle and the cost per acquisition to identify prospects with similar attributes to existing customers. These tools can also be used for more accurate lead scoring, which leads to better prospect prioritization, increased sales productivity, and improved sales outcomes.

3. Providing personalization and customization at scale

In addition to automating actual lead nurturing communications, AI provides additional data and generates insights from external sources to enhance your understanding of prospects. AI can personalize follow-ups in accordance with historical activity data combined with external data. Perhaps most importantly, AI enables organizations to personalize and customize engagement with prospects at scale.

3. "Smarter Selling with AI," Hubspot, May 2023.

4. Shapiro, Steve. "Executive Pulse: The AI Spotlight Shines on Workforce Improvements," Gartner, August 2023.

Improving sales efficiency

Here's a quick look at how AI fundamentally transforms four core sales activities:

1. Lead scoring and prioritization

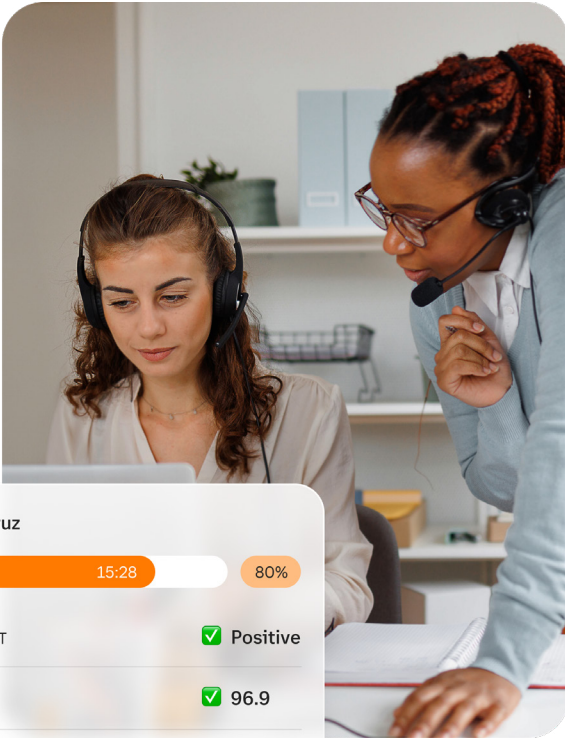
AI uses machine learning algorithms to analyze multiple data points about each potential customer more quickly, comprehensively, and inexpensively than humans can. AI gathers basic demographic information and combines it with data about online behavior, social media activity, and other relevant digital activities. By assigning values or scores to leads based on these comprehensive profiles, AI enables sales teams to prioritize high-quality leads that are most likely to convert. Accurate, AI-powered lead scoring ensures that sales teams invest their time and energy more efficiently, resulting in a higher conversion rate and a better return on investment.

2. Predictive analytics for forecasting

AI-powered predictive analytics use historical data, market trends, and consumer behavior patterns to surface valuable insights for future sales strategies. By identifying patterns too complex for human analysts to notice, AI can forecast sales trends, market movements, or even individual customer purchasing likelihood accurately. This helps sales teams anticipate demand, adjust their strategies proactively, and position their resources for maximum effectiveness. The result? Sales teams can meet their targets more consistently.

3. Content recommendation systems

AI-powered content recommendation systems provide personalized content suggestions to prospects to significantly enhance the engagement and relevance of sales pitches. By analyzing various data points such as browsing history, previous interactions, and individual preferences, AI tailors content to match the specific interests and needs of each lead. Prospects then receive materials, proposals, and solutions that resonate with their unique situations, which greatly increases the likelihood of engagement and conversion. Sales reps, armed with highly relevant content, can better connect with their audience, strengthen relationships, and build trust.



Adrian Cruz

15:28 80%

SENTIMENT ✓ Positive

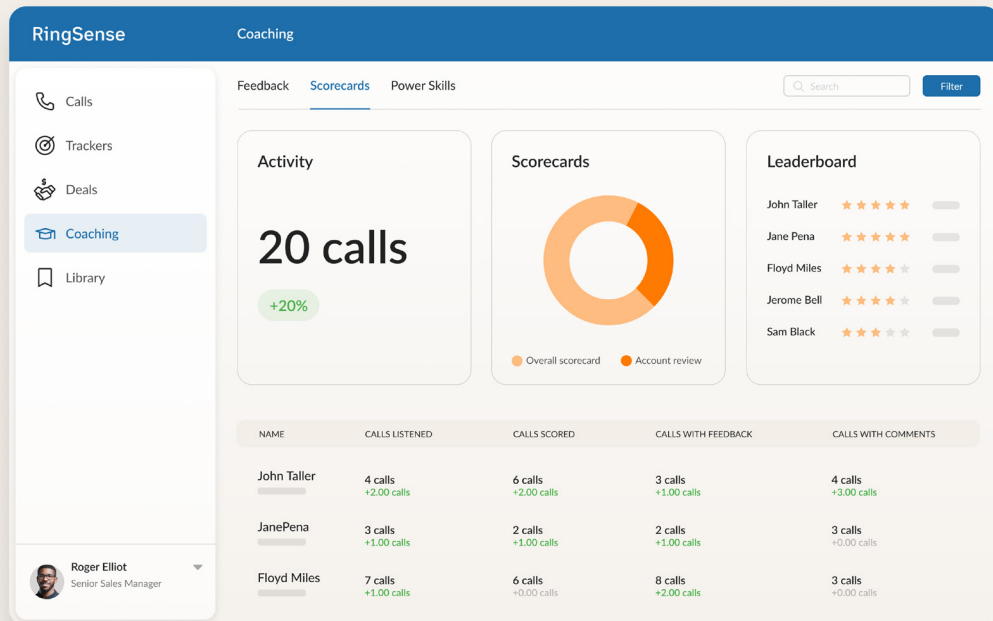
ENERGY ✓ 96.9

LONGEST MONOLOGUE 🔥 1 Min

4. Sales email automation and optimization

Using AI for sales email automation is about much more than sending messages at scale. It's also about optimizing email content, timing, and follow-up strategies to improve engagement rates. By analyzing a prospect's engagement history and other data, AI can determine the optimal time to send emails to each prospect, increasing the likelihood of a positive response.

AI can also test multiple email components, such as subject lines, content, and call-to-action statements, to identify what combination achieves the best results. Automated follow-ups can be tailored based on the prospect's interaction with previous emails, ensuring that each touchpoint is calculated to nurture the relationship effectively. This level of optimization means sales teams communicate more effectively, fostering better connections with prospects and driving conversions.



Implementing AI in your business



Implementing AI in your business gives you a competitive advantage now and positions your business for future advantage as well. The business benefits are clear, but how can you go about implementing AI in the best way?

Here are some general factors to consider as you vet AI vendors:

- **Ease of integration:** Will the solution integrate seamlessly with your existing systems, such as your CRM platform, email platforms, and other sales tools?
- **Ease of use:** Even the best AI tool is only effective when it's actually used. Look for a tool that will be easy for your sales team to use to ensure quick adoption.
- **Scalability:** Look for a solution that grows as your sales processes grow.
- **Customization:** Each sales team is different, and your sales processes may be unique to your organization. Look for AI tools that offer a level of customization to cater to your specific needs and processes.
- **Cost-effectiveness:** Analyze the potential return on investment carefully before you commit to an AI solution.
- **Growth mindset:** AI technology is evolving rapidly, so choose a vendor with a growth mindset—one that is committed to regular updates and new feature releases based on industry trends.
- **Reliable support:** Your chosen vendor should have a strong reputation for great initial onboarding and training and continuing customer support.

Collecting and managing data

AI tools use your sales data combined with data from external sources. To get accurate results from your AI tools, you must start with good data quality—accurate, real-time data. Maintaining data quality as you go is also important, so you should have processes in place to regularly clean and validate your data.

Because sales data comes from your CRM system, social media, email, transactional records, customer service interactions, and more, you must have some way to collect and integrate the data into a unified framework to get a holistic view of your prospects, pipeline, and customers.

One of the major concerns regarding using AI tools is the privacy issues that can arise if stringent controls are not in place to protect customer data and maintain regulatory compliance.

You can help ensure data privacy and compliance by choosing an AI solution from a vendor with a strong security stance. Look for a vendor that adheres to all security standards, such as GDPR, CCPA, and HIPAA. Other security measures include looking for a platform with end-to-end encryption to prevent unauthorized access.

From an internal standpoint, you should implement strict access controls and password policies and perform regular audits and compliance assessments. Also, it is recommended that you implement and maintain a program of security awareness and training to help your sales team maintain data privacy and security, along with compliance.

Driving adoption

Once you've chosen your preferred AI solution, it's time to ensure your sales team will use it correctly and enthusiastically. Here are some tips to help:

Sell the benefits: Outline exactly how the tool can help make the team's job easier and improve their sales performance. Emphasize the practical benefits of using the tool every day.

Customize your training: Offer training based on the different experience levels and job responsibilities of your team.

Make it interactive: AI can be intimidating for some. Giving hands-on training and support can help. Conduct interactive workshops where your team can learn how to navigate the system and processes in a stress-free environment.

Offer continuing support and encourage knowledge sharing: Create an environment conducive to collaboration and help team members share insights and tips so everyone can learn from the experience of others.

Check in regularly: Collect regular feedback and implement adjustments and improvements based on the team's experiences.

A real-world examples of effective use of AI in sales

[InsuranceHub Leavitt Agency](#), a trusted provider of insurance for individuals and families (for home, auto, and life policies) as well as businesses in dozens of industries, uses RingCentral's AI-powered RingSense for Sales as a powerful ally for sales enablement.

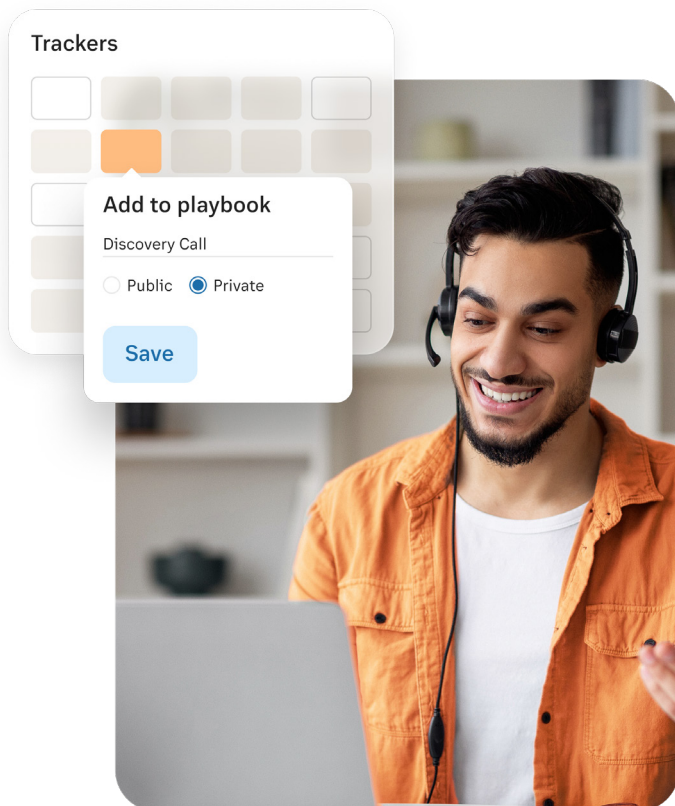
Lee LeBaigue, Senior Vice President of InsuranceHub, noted that RingSense for Sales was a clear choice for the company immediately on its release. Why?

Here are some general factors to consider as you vet AI vendors:

- The coaching tools such as sales manager scorecards that offer a personalized scoring system
- The structure and consistency the solution brought to InsuranceHub's data management practices
- The improved legal compliance the solution brought to the table
- The time saved as well as accuracy achieved in CRM documentation

"The RingSense AI platform is revolutionizing our approach to sales training, quality control, and enhancing our customer experiences in promising ways."

– Lee LeBaigue, Senior Vice President, InsuranceHub



[Eclipse Insurance](#), an independent insurance agency with multiple locations, uses RingCentral to keep its locations connected, improve its sales and service levels, and expand its hiring pool.

As a long-standing RingCentral client, Eclipse has seen how RingCentral helped it to grow over several years, but with the addition of RingSense, Eclipse is enjoying even more opportunities for growth and expansion. Jessica Holder, owner of Eclipse, compares having AI-powered RingSense to having an intelligent set of eyes and ears always scanning for ways to improve sales and service.

Eclipse Insurance uses the AI-driven insights from RingSense to gain visibility into what's working and not working in the agency's sales and client-service practices. The team can then translate those learnings directly into operational improvements. RingSense monitors and gleans insights from tone, word choice, energy, and sentiment, identifying valuable opportunities to improve the agency's client relations that would never have been caught by a manager simply listening to a random selection of agent conversations.

"RingSense is like having a watchful eye on our business. It's constantly finding ways to help us improve our operations, and it's definitely going to help our agency continue to grow."

– Jessica Holder, Owner, Eclipse

With what result? Within just the first six months of using the platform, our sales teams reported the following improvements to their operations:

- 10-20x overall **time savings**
- A **productivity gain** of 1 day per month
- **10x participation** of sales reps in team training and account reviews
- An **increase in coaching productivity** of 4-5x

It's not just insurance companies that benefit from AI. For example, RingSense's first client was none other than the RingCentral sales team itself! Managers across the organization wanted to use RingSense for Sales to:

- Automate call and meeting summaries
- Prioritize the right leads
- Provide personalized coaching to sales reps
- Enable efficient lead qualification
- Provide immediate performance feedback
- Tap into strategic market insights

"In the past, if I wanted to review my reps' performance on a call, I'd need to listen to the entire call—often 30 minutes or more. But thanks to RingSense, I've been able to really cut that time down—typically to just a couple hours a week—and at the same time get even more valuable insights from those reviews than I ever could before. As a sales manager, I'm extremely grateful for what RingSense is doing to help our team become more efficient and effective. And now I can't wait to share it with our customers."

– Kai Rucker, Sales Manager for SMBs

The future of AI in sales

As more AI use cases come to light, the future of AI in sales looks bright. The rise of generative AI capabilities is pushing the envelope for sales enablement. Meanwhile, AI-enhanced analytics are helping sales teams up their game with laser-focused prospect insights, conversational intelligence and sales coaching, and revenue operations and intelligence.

AI will never replace salespeople, but it is a natural ally in helping sales teams focus on high-value activities and sell more effectively. Those sales teams that embrace AI-powered tools now stand to derive the real competitive advantage that advancing technology can confer.

"The single greatest factor that will drive organizational success through the decade will be the ability to pair continuing technological advances with talent strategies."

– Gartner⁵

5. Cain, Matt and Howard, Chris. "Future of Work Trends: A Gartner Trend Report," Gartner, February 2023

The next steps on your AI journey

The best way to get started with sales-enabling AI technology is to explore the leading solutions in the marketplace. RingSense for Sales is a category leader, offering comprehensive capabilities for AI-enabled communications across more than 20 digital channels, including email, phone, webinar, chat, and much more.

With RingSense, organizations from startups to enterprise giants can turn their unstructured, hard-to-analyze conversation data from voice and video meetings into valuable insights, finding those “needle in the haystack” moments, boosting productivity, and driving efficient revenue. RingSense is set to unlock the full potential of your communication data.

[Learn more.](#)

About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading global provider of AI-first cloud-based business communications and collaboration that seamlessly combines phone system, messaging, video, webinars and hybrid events, and contact center. RingCentral empowers businesses with conversation intelligence, and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. RingCentral is headquartered in Belmont, California, and has offices around the world.

For more information, please contact a sales representative. Visit ringcentral.com or call 877-596-2939.